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Published in:

The 10 years Naples Forum on Service - Book of Abstracts of 10th Naples Forum on Services

Publication date:

2019

Document Version

Publisher's PDF, also known as Version of record

[Link back to DTU Orbit](#)

Citation (APA):

Schmidt, R., Kirchner, K., & Razmerita, L. (2019). A Framework for Assessing Value Co-Creation of Enterprise Social Platforms. In E. Gummesson, C. Mele, & F. Polese (Eds.), *The 10 years Naples Forum on Service - Book of Abstracts of 10th Naples Forum on Services* (pp. 131-131).

<http://www.naplesforumonservice.it/uploads/files/2018/BookOfAbstract/2019NFS-BookOfAbstract.pdf>

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A Framework for Assessing Value Co-creation of Enterprise Social Platforms

Schmidt Rainer, Kirchner Kathrin, Razmerita Liana

Purpose – Enterprise Social Platforms are an important example of social information systems (Schmidt et al., 2019) designed to support coordination and collaborations that are essential for value co-creation. Coordination and collaboration enable the integration of resources and service exchanges (Vargo and Lusch, 2016) within and across organizations that allow to include stakeholders and customers in the co-creation process. Kirchner and Razmerita (2019), introduced a social media business value compass to measures and quantify the effects of social platforms and thus enables organizations to improve their usage. They also identified empirically derived recommendations for improving the use of social platforms. However, there is still the need for a comprehensive theoretical framework that describes how the paradigms of social information systems (Schmidt et al., 2019), weak ties (Granovetter, 1973), social production (Benkler, 2006) and egalitarian decisions using the “wisdom of the crowds” (Surowiecki, 2005) can be used to explain value co-creation on social platforms.

Design/Methodology/approach – Drawing upon Service Dominant Logic (SDL) (Vargo and Lusch, 2004, 2016), we use a design science research approach (Vaishnavi and Kuechler, 2015) to create a framework (March and Smith, 1995) as an artifact (Mora et al., 2008). First, we create awareness of the importance to assess business value problem using a framework that enables to assess and explain the impact of the core paradigms on value co-creation. After introducing the tentative design, we create the framework as target artifact of our design science approach. We used a descriptive evaluation according to Hevner et al. (Hevner et al., 2004) for the first evaluation, because this research is part of an ongoing project. Therefore, the further broader evaluation will be made as a part of further steps in the research project.

Findings - We introduce a framework that describes the impact of weak ties, social production and egalitarian decision on the four dimensions of social media business value (Kirchner and Razmerita, 2019): Efficiency, Innovation, Retention, and Transparency of social platforms. Using the developed framework, the value co-creation in social platforms can be measured and increased by describing the impact mechanisms of the basic paradigms on value co-creation. Organizations will be able to optimize the usage and increase the value created by social platforms.

Research implications – The research contributes to the creation of methods and methodologies for evaluating and orienting the value co-creation. It lays the foundation for further research on systematic approaches for boosting value co-creation.

Originality/value – Our research contributes to the development of a framework for assessing business value co-creation taking into account SDL and design science approach for researchers and practitioners.

Key words – value co-creation, service-dominant-logic, social platforms

Paper type – Research paper